Durham County

Commute Trip Reduction Ordinance

Stephanie Loyka, Triangle Transit
August 8, 2013

Where We Are
Durham County
City of Durham, NC
Demographics
1999 Session Law-State of NC
- Reduce Nox emissions 25% by 2009
- Reduce VMT growth 25% by 2009
- 10-yr Trip Reduction Ordinance based on past models
- Enacted by BOCC in FY2000
- Triangle Transit established as Lead Agency
- Local government support-city resolution
- 25.4% VMT reduction achieved *n/i telework
- Triangle alone contributed 30% in 2010
Ordinance Criteria

- Participate in Employee Commuting Survey
- Complete Commute Trip Reduction Report
- Submit annual $200 administrative fee
- Assign worksite Employee Transportation Coordinator (ETC)
- Create a basic TDM Plan

Original Goals & 10-Year Success

- **Goal #1**: alt mode transportation use 20%
  - Achieved 23% (2010)

- **Goal #2**: expected VMT growth 15%
  - Achieved 19% (2010)

- **Improved Participation & Compliance**
  - 20 additional employers in FY2013
  - 94% compliance
Participation Growth

<table>
<thead>
<tr>
<th>Employers</th>
<th>Employees</th>
<th>Revenues</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012: 60</td>
<td>2012: 77,000</td>
<td>2012: $12K</td>
</tr>
<tr>
<td>2013*: 130</td>
<td>2013*: 94,000</td>
<td>2013*: $26K</td>
</tr>
<tr>
<td>Actual: 82</td>
<td>Actual: 78,000</td>
<td></td>
</tr>
</tbody>
</table>

Why Improvements/Updates?

- Timeline for original ordinance concluded
- 30/40 year growth plan
- I40/I440 rebuild/expansion not only answer
- Achieved original objectives/goals
- Terminology used was not our regional standard
- Presentation of results/next steps in Employer Forum
Approach

- Collaboration is key
- Met with county & city staff
- Triangle Transit staff (lead agency) integral
- National best practices
  - Montgomery County, MD
  - Greater Seattle Area

Be Patient....
(It’s hard work)

- Extensive review of existing program
- Review and collaboration between partners
- Re-evaluating needs, goals
- Review and collaboration between partners, BOCC
- Discussions with other regions for best practices
- Identifying/locating a correct list of large employers*
- Crafting of Inter-local Agreements and SOW
- Approval from legal staff and Board of Commissioners
- Editing of associated documents
- Final approval? Round and round we go!
Planning
Conclusions:

- All must be on board
- New County goals: collective efforts to reduce emissions
- City staff has lots of data
- Regional best practices can be just that...(regional)
- Each region, transit system, demographic is unique
- All relative; what’s important and makes sense
- Be realistic with goals - diminishing returns
- Takes time, staff, commitment

Getting Started
Getting Help
(Thank You!!)

- Info utilized most/collaborated with
  - Original ours was formed after: Pima, AZ
  - Greater Seattle area, WSDOT, King County
  - Montgomery County, MD*
Other Ordinance References

- Chapel Hill, NC (TMP)
- Alexandria, Arlington, VA (TMP)
- Bay Area Quality Mgmt District (CA)
- Ventura County, CA
- Burbank, Berkeley, S. CA AQM District
- NY State DOT
- Tampa, FL
- Atlanta, GA
- Boise, ID
- Boston, MA

Best Practices

- **Montgomery County**
  - Survey process what we wanted
  - Well staffed
  - Successful project outsourcing

- **WA State**
  - Top down commitment
  - Very well staffed
  - Similar position of transition
  - Extensive program
  - Success with employer buy-in and education
Stalled Programs

- Reasons programs stalled
  - Relay info from those not working effectively
  - Staff reductions
  - Funding cuts
  - Resistant employers
  - Less commitment
  - Very generic, voluntary “guidelines” no real plan

Crafting it just Right

- Meaningful for all parties
- Solid premise for continuation: bring up to date
  - Local sustainability programs
  - TDM Plan
- Wording/terminology- make it understandable
- Community Goals (add/delete/make meaningful to current needs (county, transit agency, employers)
- Survey process preparation and review
  - Customer oriented - what works/what doesn’t
  - Update accordingly
- Realistic compliance schedule (same as above)
- Realistic enforcement*
- A clear plan of action - Interlocal agreement & SOW between administering parties (County/TTA)
2011-2020 Ordinance Premise

WHEREAS The Durham Greenhouse Gas Emissions Inventory and Local Action plan was created in 2007 in a concerted effort to reduce greenhouse gases in the City and County of Durham, North Carolina, and was adopted by the Durham City Council and Durham County Board of County Commissioners;

WHEREAS the Durham County Greenhouse Gas Emissions Inventory and Local Action Plan is a joint effort of the City of Durham, Durham County, and the DCHC MPO, and whereas these organizations have established a community target to reduce community greenhouse gas emissions by 30% from 2005 levels by the year 2030; and

WHEREAS the Transportation Demand Management Advisory Committee developed a 7-year Long-Range Regional TDM Plan in 2007 for the purpose of achieving and maintaining the goal of reducing regional growth in VMT by 25% between 2007 and 2015, through a moderate package of TDM strategies that encourage alternative commute mode use;

### Ordinance Goals

<table>
<thead>
<tr>
<th>2011-2020 Proposed Ordinance Community Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>previously measured</em></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>% alt mode use for commute trips*</th>
<th>% non-peak commute trips (ALL modes)</th>
<th>Daily Commute Trip VMT per Employee</th>
<th>% VMT avoided by use of alt modes*</th>
</tr>
</thead>
<tbody>
<tr>
<td>(ALL commute trips – peak/non-peak)</td>
<td>(ALL modes)</td>
<td>(Goal miles)</td>
<td>(ALL commute trips – peak/non-peak)</td>
</tr>
<tr>
<td>Year</td>
<td>Goal</td>
<td>Achieved</td>
<td>Year</td>
</tr>
<tr>
<td>------</td>
<td>------</td>
<td>----------</td>
<td>------</td>
</tr>
<tr>
<td>2011</td>
<td>21%</td>
<td>21.2%</td>
<td>2011</td>
</tr>
<tr>
<td>2013</td>
<td>22%</td>
<td>21.2%</td>
<td>2013</td>
</tr>
<tr>
<td>2015</td>
<td>29%</td>
<td>21.4%</td>
<td>2015</td>
</tr>
<tr>
<td>2017</td>
<td>26%</td>
<td>21.8%</td>
<td>2017</td>
</tr>
<tr>
<td>2019</td>
<td>25%</td>
<td>21.8%</td>
<td>2019</td>
</tr>
<tr>
<td>2020</td>
<td>28%</td>
<td>21.9%</td>
<td>2020</td>
</tr>
</tbody>
</table>

| Congestion Relief | Pollution Prevention |
Survey Process

- Timeframe - biennial vs annual
- Best practices - Montgomery County
- Stagger reporting
- Customer oriented
- Outsource where we can
- Funnel time into employer TDM consultative services
- Simplify (1 survey cycle/year vs 2)

Durham County 2013 Employee Commuting Survey

Triangle Transit and other regional commute assistance organizations are conducting this survey to learn about your experience with your travel to work. The results will be used to identify consistent travel needs and develop new services to make it easier to travel around the region.

Your answers will be confidential.

Please return the completed survey by Friday, March 8, 2013 to your organization’s Employee Transportation Coordinator.

ETC Contact:

Thank you! We value your input and participation.

If you would like more information on transit and ride share options in the Triangle Region,

Visit www.GoTriangle.org or call TCO-4RIDE (2423)
Survey Report

- Report of employees commuting habits, opinions
- Biennial administration opposite year of long CTR submission
- Valuable information for commuter benefits decisions

Survey Report

- Customer Oriented
- Past needs, review efforts
- Employer “presentation” (charts)
- Needs for:
  - County/ordinance
  - TTA/planning
  - Employer/benefits
  - Outreach/marketing, getting started, program recommendations
CTR Report

Report organization’s current TDM programs

Biennial submission of long form - opposite year of survey completion

Combined with survey report, good baseline for policy change and assessment

What do we REALLY need?

What is helpful for employer’s varying needs?

- Duke vs IBM vs Burt’s Bees vs Credit Union

- Different locations
  - HUGE Campus vs Business park vs downtown employment
campus/shops vs downtown mid-town
  - Different transit/option availability/parking needs, resources

- Make valuable for ALL employers (even non-ordinance other counties)

- Not nec cut # pages down, find out what need: didn’t understand, listen! Questions have – explanation of goals etc. Well organized.
Compliance/Enforcement

- County Manager notified
- Notification to employer in writing
- County discretion of civil penalties or collection suit
  - $100/week - max. $1,000

New Compliance Schedule

<table>
<thead>
<tr>
<th>Ordinance (FY) goals</th>
<th>Calendar Year</th>
<th>Activity Date</th>
<th>Fiscal Year (FY)</th>
<th>Compliance Activity</th>
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<tbody>
<tr>
<td>FY2012</td>
<td>2011</td>
<td>December, 2011</td>
<td>FY12</td>
<td>Invoice</td>
</tr>
<tr>
<td></td>
<td>2012</td>
<td>n/a</td>
<td>FY12</td>
<td>Off-Survey</td>
</tr>
<tr>
<td></td>
<td>2012</td>
<td>June 2012*</td>
<td>FY12</td>
<td>LongCTR*</td>
</tr>
<tr>
<td>FY2013</td>
<td>2012</td>
<td>December, 2012</td>
<td>FY13</td>
<td>Invoice</td>
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<tr>
<td></td>
<td>2012</td>
<td>February, 2013</td>
<td>FY13</td>
<td>On-survey</td>
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<tr>
<td></td>
<td>2013</td>
<td>N/A</td>
<td>FY13</td>
<td>NO-CTR*</td>
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<td>FY2014</td>
<td>2013</td>
<td>December, 2013</td>
<td>FY14</td>
<td>Invoice</td>
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<tr>
<td></td>
<td>2014</td>
<td>February, 2014</td>
<td>FY14</td>
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<td>N/A</td>
<td>FY14</td>
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<tr>
<td>FY2015</td>
<td>2014</td>
<td>December, 2014</td>
<td>FY15</td>
<td>Invoice</td>
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<td></td>
<td>2015</td>
<td>February, 2015</td>
<td>FY15</td>
<td>ShortCTR</td>
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<td>2015</td>
<td>N/A</td>
<td>FY15</td>
<td>On-survey</td>
</tr>
</tbody>
</table>
Agreements Between Parties

- Interlocal Agreement
  - Assignment of Lead Agency to administer program

- Statement of Work
  - Specific responsibilities of each party, outlined in detail

Obstacles: (overcome of course)

- Getting accurate employer listing
- Establishment of new, realistic goals (population/employment growth relative)
- Local political climate
- Meeting everyone’s needs without being overbearing
§ 153A-145.1. Transportation impact mitigation ordinances prohibited.

No county may enact or enforce an ordinance, rule, or regulation that requires an employer to assume financial, legal, or other responsibility for the mitigation of the impact of his or her employees’ commute or transportation to or from the employer’s workplace, which may result in the employer being subject to a fine, fee, or other monetary, legal, or negative consequences.

Alternative: Use carrots, not sticks

Making it Work…so They Care

- Employer forum - updates, share success
  - Show making a difference
  - Pre survey info session
  - Post survey feedback session
    - Focus on employer input/feedback
    - Make it what they want (to an extent)
    - Their opinion counts - and they care that you do!
- Recognition for efforts
- Relationships relationships relationships
Conclusions: Employer Buy-in & Relationship Marketing

- Listen
- Respond with what can change/affect
- Make it meaningful - make it matter to them!
- Feedback (get it and give it)
- Communicate
- Offer recognition
- Lighten up! Make it...well, not boring
- Empathize - its not most's primary responsibility
- Seek 1st to understand....
- Seek continual improvement
- Customize for your region; all nationally are unique in one way or another with common thread
- Oh....and serve food!

“WHAT HAVE THE ROMANS EVER DONE FOR US?!!”

RECOGNIZING VALUE IN A COUNTY (COMMUTE TRIP REDUCTION) ORDINANCE...
THERE’S MORE THAN MEETS THE EYE!

http://www.youtube.com/watch?v=Qc7HmhrgTuQ&feature=player_embedded
“And now for something completely different...”

http://www.youtube.com/watch?v=vJhq9eq_eJg

Conclusions: Ordinance Success

- Be persistent
- Be logical and realistic
- Be patient
- Get organized:
  - What do you want to accomplish?
  - Identify clear goals
- Get insight - don’t reinvent the wheel
- Tailor to your region’s needs
- Be a solution provider
- Follow-through until you’re done; then start over!
Thank You for Participating!

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• Durham County Trip Reduction Ordinance & Employee Commuting Survey Administrator

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